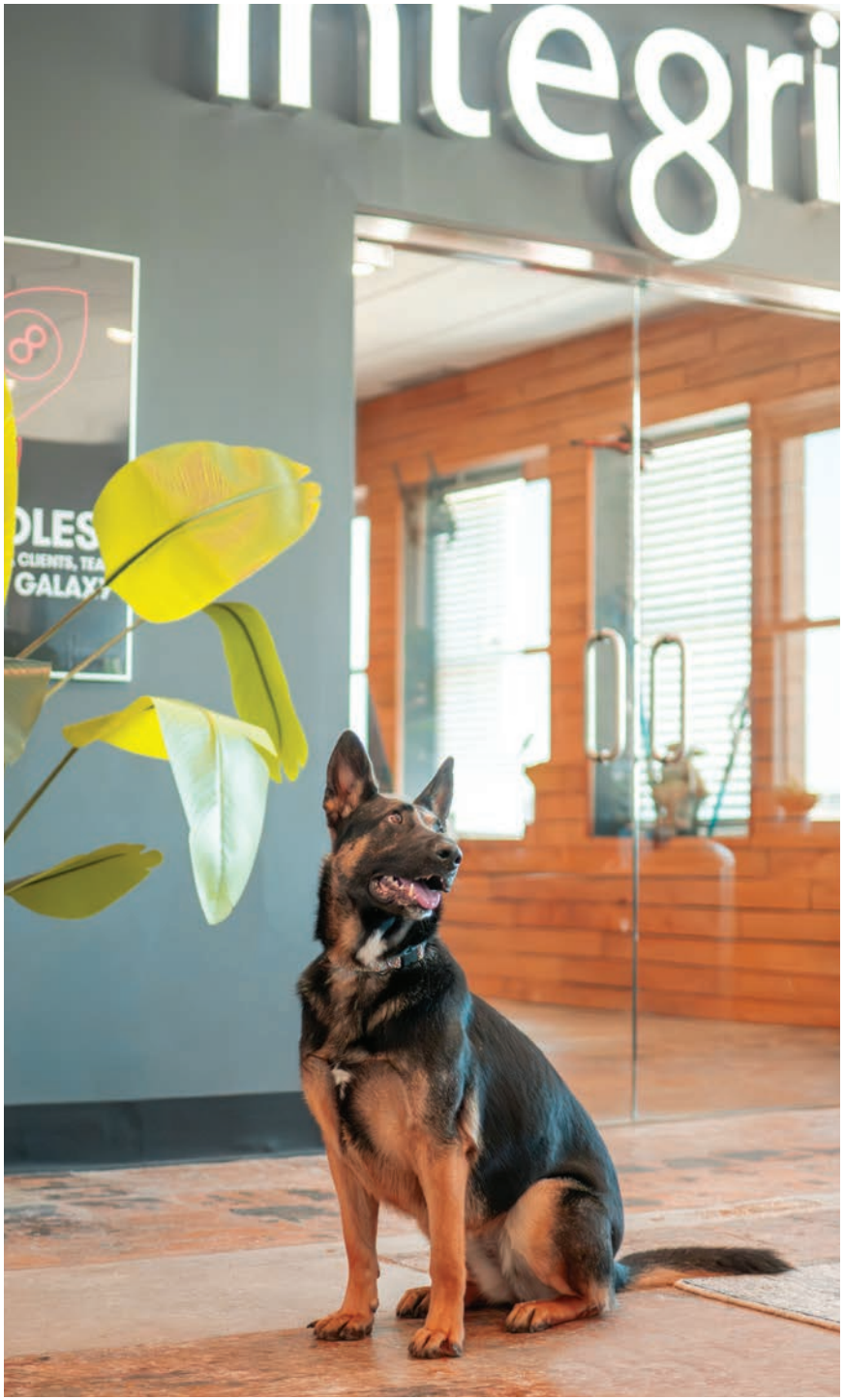
HANDBOOK

integrity



BOOM
ROASTED.
AWESOME.

We ride the lawless web frontier and make it look easy.





John Simanowitz



Ed Morrissey

In a world with few rules, we succeed by hiring great people and giving the tools, process and context necessary to drive the decisions that become great client products.





Ed & John

PARTNERS

Tired of seeing the way traditional agencies operated, John Simanowitz founded IntegrityXD 25 years ago with a vision to build a consulting firm that put integrity first. No BS, just honest, good work that leaves our clients happy, coming back for more, and referring us to others.

Ed Morrissey joined John just a few years later, honing our vision of being the world's leading experience design firm, and our mission of doing cool stuff, for cool people, with cool people.

Leadership

TEAM



Erin Sucher-O'Grady
CHIEF EXPERIENCE OFFICER



Brian Rappaport
CHIEF DELIVERY OFFICER



Jeremiah Harris
CHIEF TECHNICAL OFFICER



Jamal McLaughlin
CHIEF CREATIVE OFFICER



Kim Rafferty
CHIEF FINANCIAL OFFICER


Integrity is the leading web agency in the U.S.
...and soon the galaxy!
(You Are Here)





We leverage the web to build things people want to use.

Integrity provides solutions that bring our customers tangible bottom-line business benefits.

The USER EXPERIENCE is the brand.



Design, content and technology
are important, but the
experience is everything.

A beautiful product that
is frustrating to use is
a frustrating product.

If it feels broken, it is broken.

What do we do, exactly?

Strategy?
Creative?
Content?
Branding?
Technology?
User Experience?
Business Process Consulting?

Yes.

As a consultancy, we do whatever is needed to achieve measurable business results through a web experience.

Boom!



Our company values.



Fun



Happiness



Humility



Gratefulness



Responsiveness



Communication



Excellence



Understanding



Productivity



Learning



Problem-solving

8

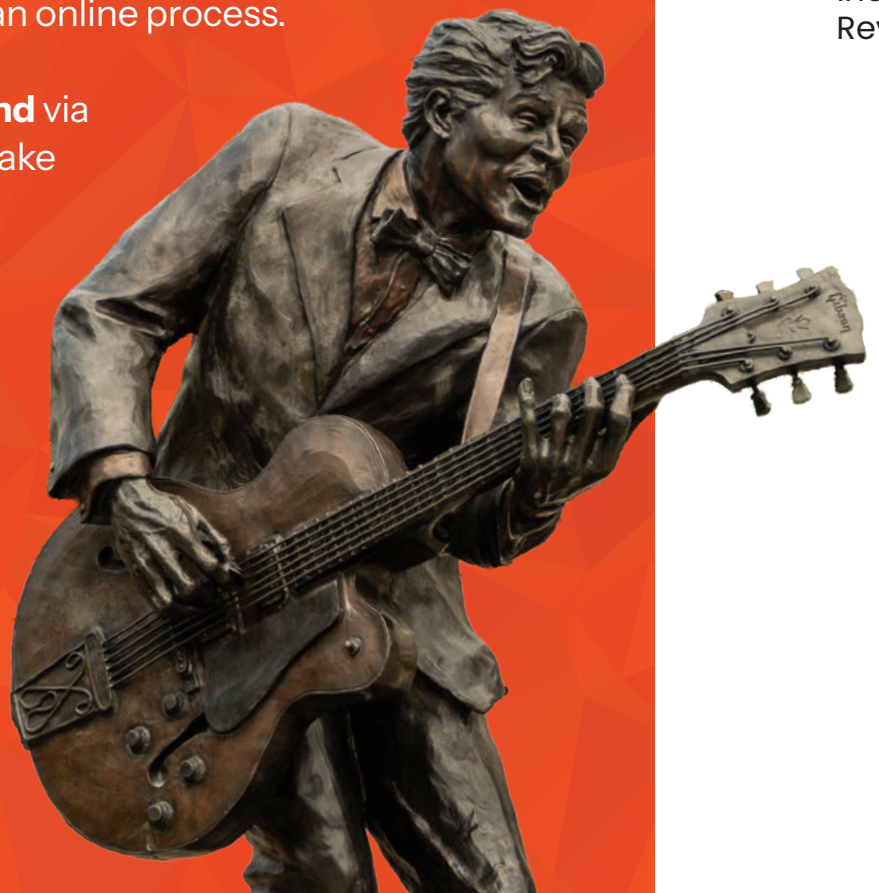
Integrity

Why companies hire us.

Increase revenue via web technology marketing.

Reduce costs by turning a manual process into an online process.

Launch a brand via the web (to make more money).





Increase Revenue



Reduce Costs



Launch a Brand

Our structure is flat.

Integrity strives to maintain an extremely flat organizational structure.

From a company standpoint, everyone reports directly to John and Ed.

From a project standpoint, specific leads are assigned to every project to own the success of each.

We call it having a team of adults who can manage themselves, their projects and their clients.



5,000
Hour Project

10+ support

1,000
Hour Project

5+ support

500
Hour
Project

How do I get to the next level?

We value passion, performance and productivity. Having a big title does not make your work better or gain you more respect.

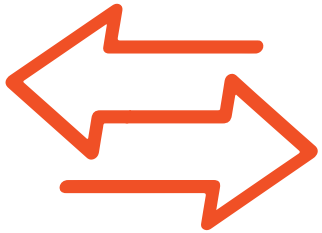
Growing your career at Integrity is simple. Own bigger projects. Deliver excellence on time, to spec and in (or under!) budget. Learn new things. Grow those around you. Be in-demand.

Make Integrity as awesome as possible.

Growth coincides with project size, project complexity and the value you can bring to the team.

Freelance, is it okay?

ABSOLUTELY NOT.



Freelancing is a major distraction and leads to mediocre work on and off the clock.

Pick a path and put 200 percent into it.

Life is short, so take it seriously.

Own whatever you do and do it better than anyone else.

If you do want to freelance, we will fully support the decision and you can become a contractor. Please contact John or Ed to discuss.

Don’t wait for someone to make something awesome.

Don’t assume someone else sees an issue or knows a better way.

Take personal ownership of everything you do and make it as amazing as possible.

Again, this is your life. Tick tock.





Clear. Concise. Detailed.

If it wasn't documented, it never happened.

Spelling, grammar and punctuation are a big deal.

In the web world, the written word is king – at every level of the business.

In each communication, we must hold a high professional standard. Our clients are betting their livelihoods on our ability to get it right.

You wouldn't want your doctor to be too informal (dude, it would be totally killer if we cut that off) – just like our clients don't want us to be too informal.

The plan and the product must be equally amazing.





There is no difference between the plan and the product. A great idea with poor execution is as worthless as a bad idea well executed. We stay clear of “big thinkers” that can’t make things real. No one really wants a website or app, they want the benefit they hope to gain from it.

Be the thing.

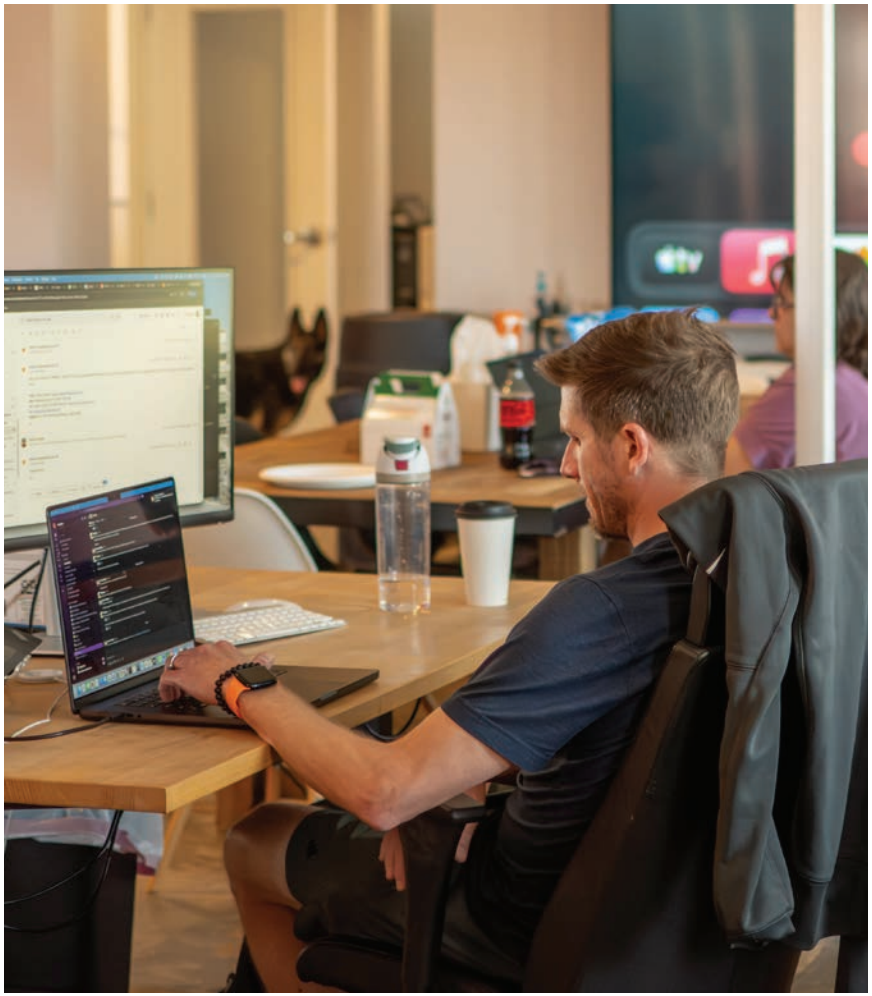
IF YOU WANT TO BE A LEAD, THEN LEAD.

Never wait for someone to put you into a position where you can be what you want to be.

Just be the thing and ask for help when you need it.

Passion will drive your career.





Hour tracking matters.



As with any consultancy, we ultimately sell our time and we track it very tightly. Accurate time tracking allows us to bill clients correctly and manage our projects against preset budgets. Without correct hour tracking, we literally don't have a company. So, yeah, it's pretty important.

We hire by the 4 “H’s.”

HUNGRY: We have precious little time to change the world. Let’s get to it!

HUMBLE: As awesome as you are, there is still so much to learn.

HONEST: Trust is the lifeblood of this company. Always be honest with others and yourself.

HAPPY: You’re not just good at what you do, but you are happy with who you are.





Great people not policy.

When to get here? When to leave?
What can be expensed? Can I have a beer?

In corporate America, there is a manual filled with rules and policies to ensure no one does anything ridiculous.

At Integrity, we focus on hiring great people who can make great decisions on their own. When faced with a choice we ask “is this good for the company/client?” If someone can’t make smart decisions, they are replaced with someone who can.

Layers of policy are to be resisted at all cost.





You were not hired because we won a contract that needs to be serviced for six months.

You were hired because we think you are wicked awesome.

At Integrity, we see projects as a means to grow and retain a team. When a project ends, most agencies shed their staff. To Integrity, this approach is absurd. We do everything we can to retain and grow our talent – in fact, we have never let anyone go for lack of business since we opened our doors in 2001.

Projects are great, but a great team is way better.

Building a Team, *NOT MONETIZING PROJECTS.*



Everyone should make everyone else's job easier.



We move way too fast solving incredibly difficult issues to have any dead weight. Always think "how can I make their job easier" and know those around you are thinking the same.

What if someone is making my job harder?

Look, we all have bad days.

If someone makes your job tough, immediately let him or her know.

As a member of Integrity, they will know how serious this is.

If they continue to make your job difficult, surface the issue to John or Ed for quick resolution.





Meet Deadlines



Hit Budgets



Respond to Requests



Attend Meetings



Track Your Time



Close the Loop

Do what you say you are going to do.

Everyone here depends on everyone else to build amazing things. Being consistently dependable with items big and small is a baseline requirement.

Grow your stock value.



Professionally, where are you today?

Where will you be in five years?

You have no time to waste - who can move your career the farthest?

Integrity is committed to aggressively growing the career of every member of the team. We believe in transparency and love to teach. Ask any question, request to be on projects that interest you, grab coffee with the partners or just walk into their office and chat. We believe there is no better place to grow your personal stock value than right here - how fast you grow is up to you.

Sustain.

Long hours might be necessary occasionally, but it's usually a sign that we did something wrong.

When done right, detailed planning allows everyone to maintain a brisk but sustainable pace.

We live for a good challenge, but this also has to be fun.

If you find your job isn't fun anymore, talk to John or Ed immediately.

Everything about Integrity is designed around sustainable awesomeness.





We execute tough projects with challenging deadlines and build things some believe impossible.

This requires everyone maintain a positive “let’s friggin’ do this” team attitude.

Everyone is expected to loudly voice concerns or issues, but negativity or cynicism of any kind is never tolerated.

Ever.



Stay positive and let’s friggin’ do this.

BUILD COOL SH*T.

LIFE IS TOO SHORT TO JUST BE OK.

You are here because you know what awesome looks like. Every member of the team has the responsibility to ensure what we produce is world class. Everyone should be a passionate advocate for the users of whatever we design.







the integrity way